

Amended claims:

Claims 1-46 (canceled)

- 47) (Currently amended) A computer-implementable method for measuring access patterns of content transmitted from a server, said computer-implementable method comprising the steps of:
- A) Inserting into said transmitted content a tracking identifier associated with said transmitted content comprising a URL, said URL containing an information identifier, and an indication of a tracking server's location;
 - B) Transmitting from said server said content containing said tracking identifier to a receiving device
- 48) (Previously presented) The computer-implementable method of claim 47, wherein the information identifier is encoded according to an industry standard code.
- 49) (Previously presented) The computer-implementable method of claim 48, wherein the industry standard code is AAAA.
- 50) (Previously presented) The computer-implementable method of claim 47, wherein said tracking identifier comprises an ISCI code.
- 51) (Previously presented) The computer-implementable method of claim 47, further comprising the steps of:
- A) Receiving at said receiving device said content containing said tracking identifier;
 - B) Extracting at said receiving device said tracking identifier;
 - C) Transmitting said tracking identifier to a tracking server.
- 52) (Previously presented) The computer-implementable method of claim 51, wherein said tracking server comprises a web server.
- 53) (Previously presented) The computer-implementable method of claim 52, wherein said web server logs the tracking identifier to said web server's log file.

- 54) (Previously presented) The computer-implementable method of claim 47, wherein said content is encoded according to the ATVEF standard.
- 55) (Previously presented) The computer-implementable method of claim 54, wherein said tracking identifier is inserted in the VBI.
- 56) (Previously presented) The computer-implementable method of claim 47, wherein said content is digital.
- 57) (Previously presented) The computer-implementable method of claim 47, wherein said content is analog.
- 58) (Currently amended) A system for measuring access patterns of content transmitted from a server to a client comprising the steps of:
- A) Inserting into said transmitted content a tracking identifier associated with said transmitted content comprising a URL, said URL containing an information identifier, and an indication of a tracking server's location;
 - B) Transmitting from said server said content containing said tracking identifier to a receiving device
- 59) (Previously presented) The system of claim 58, wherein the information identifier is encoded according to an industry standard code.
- 60) (Previously presented) The system of claim 59, wherein the industry standard code is AAAA.
- 61) (Previously presented) The system of claim 58, wherein said tracking identifier comprises an ISCI code.
- 62) (Previously presented) The system of claim 58, further comprising the steps of:
- A) Receiving at said receiving device said content containing said tracking identifier;
 - B) Extracting at said receiving device said tracking identifier;
 - C) Transmitting said tracking identifier to a tracking server.
- 63) (Previously presented) The system of claim 62, wherein said tracking server comprises a web server.

- 64) (Previously presented) The system of claim 63, wherein said web server logs the tracking identifier in said web server's log file.
- 65) (Previously presented) The system of claim 58, wherein said content is encoded according to the ATVEF standard.
- 66) (Previously presented) The system of claim 58, wherein said tracking identifier is inserted in the VBI.
- 67) (Previously presented) The system of claim 58, wherein said content is digital.
- 68) (Previously presented) The system of claim 58, wherein said content is analog.
- 69) (Currently amended) A computer useable medium embodying computer program code, the computer program code comprising computer executable instructions configured for measuring access patterns of content transmitted from a server to a client comprising by:
 - A) Inserting into said transmitted content a tracking identifier associated with said transmitted content comprising a URL, said URL containing an information identifier, and an indication of a tracking server's location;
 - B) Transmitting from said server said content containing said tracking identifier to a receiving device